

B2SMB GLOBAL CONFERENCE

PLAYBOOK: THE SMB WEBSITE CONNECTION

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Development at Mono Solutions**



DO WEBSITES STILL MATTER?

Part 1: Why websites still matter to SMBs and the role of websites today

- Online presence is evolving
- SMBs need a place to showcase their brand- an authoritative source of business data

Part 2: Why websites matter for consumers

- Websites drive business, create trust, and are platform for continuous customer engagement

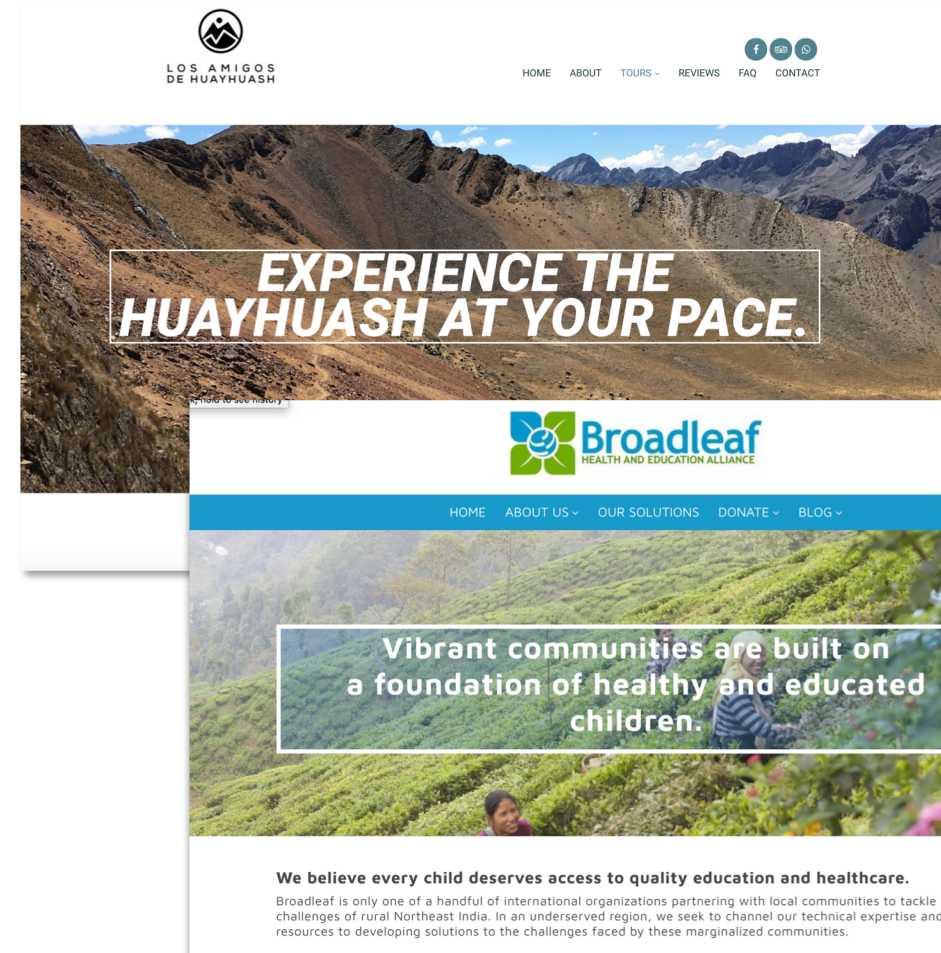
Part 3: The opportunity for B2SMB service providers – Why websites matter for you

- How you can support the SMB as they grow, reduce churn, and provide a value add to your customers

WEBSITES FOR SMBs

MY AREA OF EXPERTISE

Helping SMBs get online, so that they can engage with their customers



A PARTNER-DRIVEN MODEL TO SERVE SMBs

Enable our partners to efficiently deliver high-quality online solutions to SMBs

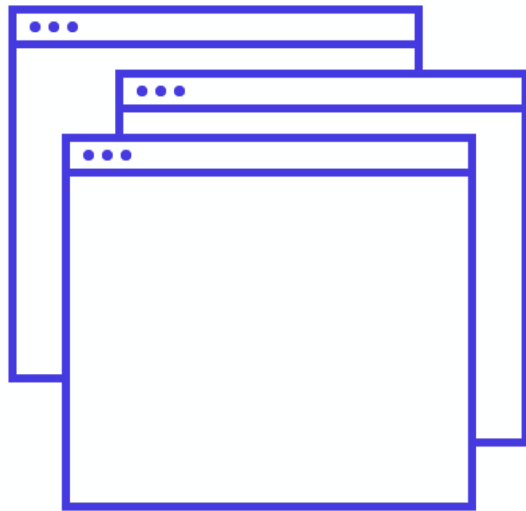


- High-quality platform at an affordable price point
- Supporting the full customer journey as SMBs grow over time
- Help our partners become the SMBs' trusted digital advisor

PART 1: WHY WEBSITES STILL MATTER TO SMBs

THE EVOLVING ONLINE PRESENCE

The future role of websites has been discussed in recent years

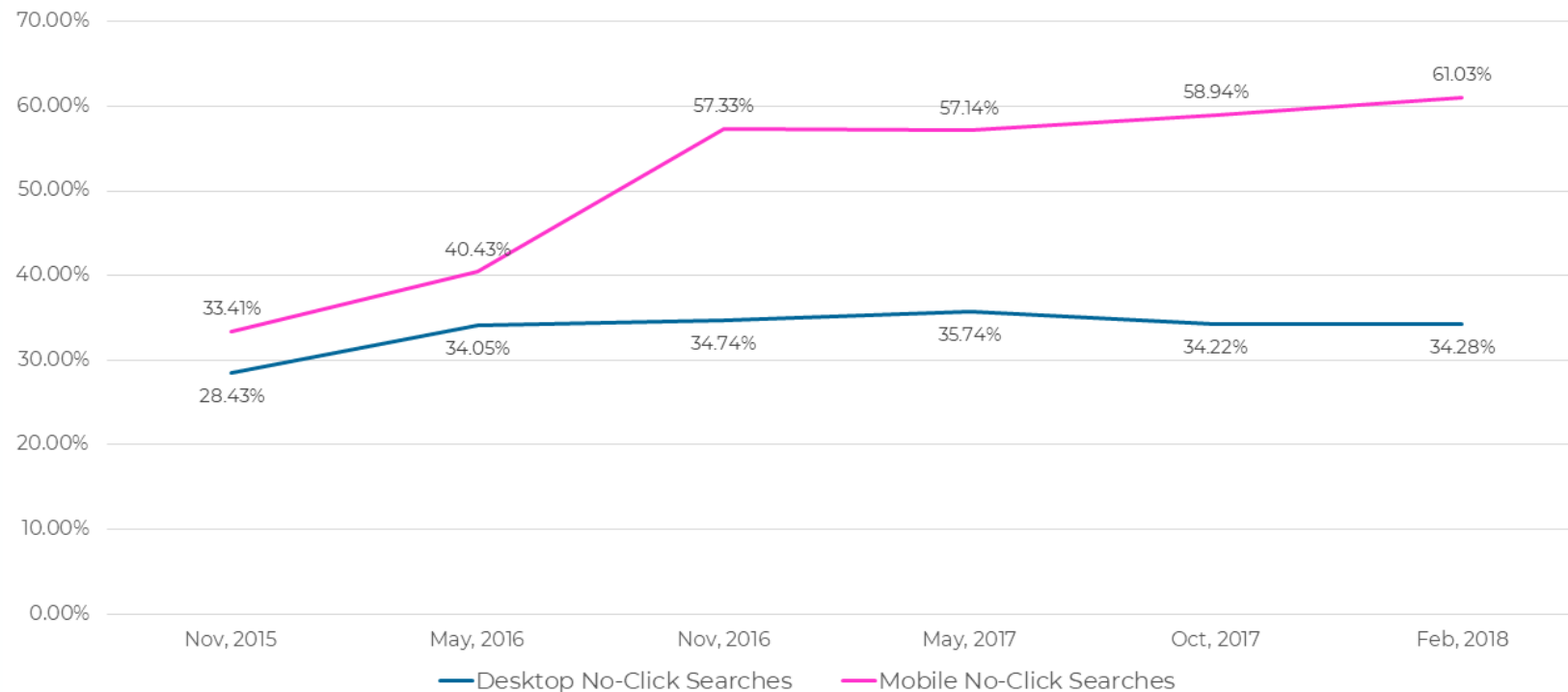


- Big platforms, such as Facebook, Google My Business, and Amazon continue their assault on websites
- Emergence of new technologies, and increasing adoption of voice search are changing consumer behavior

NO-CLICK SEARCHES ARE ON THE RISE

61% of mobile and 34% of desktop search do not result in clicks

No-Click Searches, Desktop vs. Mobile, Google US

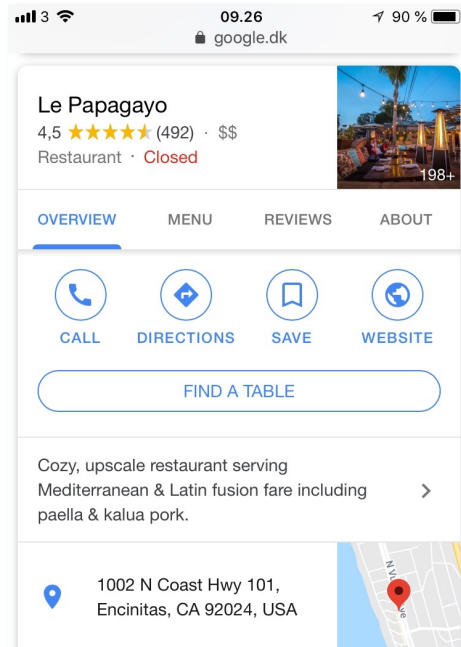


(Nov. 2015 - Feb. 2018) Data via Jumpshot; Compiled by Rand Fishkin SparkToro

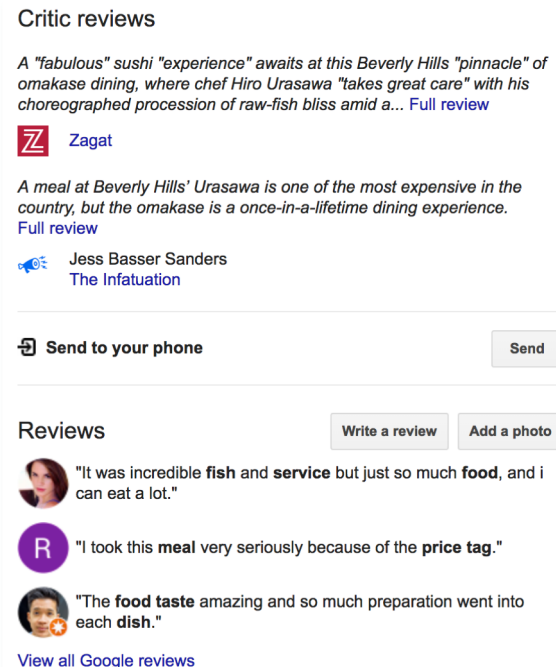
WE'RE GETTING USED TO SEEING INFO LIKE THIS...

From booking to more business details, it's all in the search results panel.

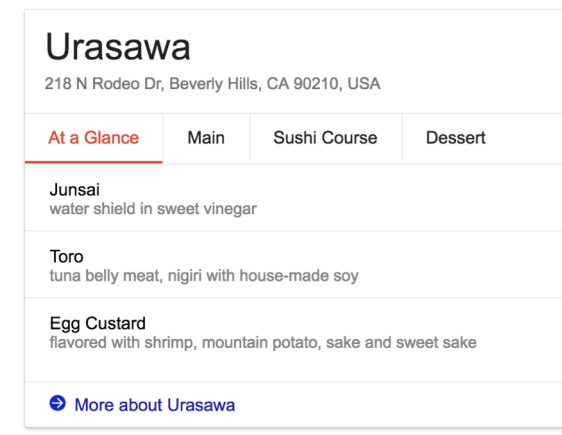
BOOKING



REVIEWS



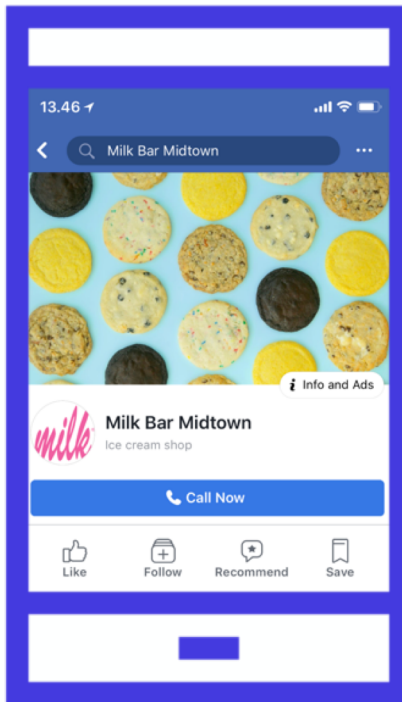
MENUS



WE'RE GETTING USED TO SEEING INFO LIKE THIS...

Digital platforms, like Facebook, are trying to replace the SMB website

FACEBOOK



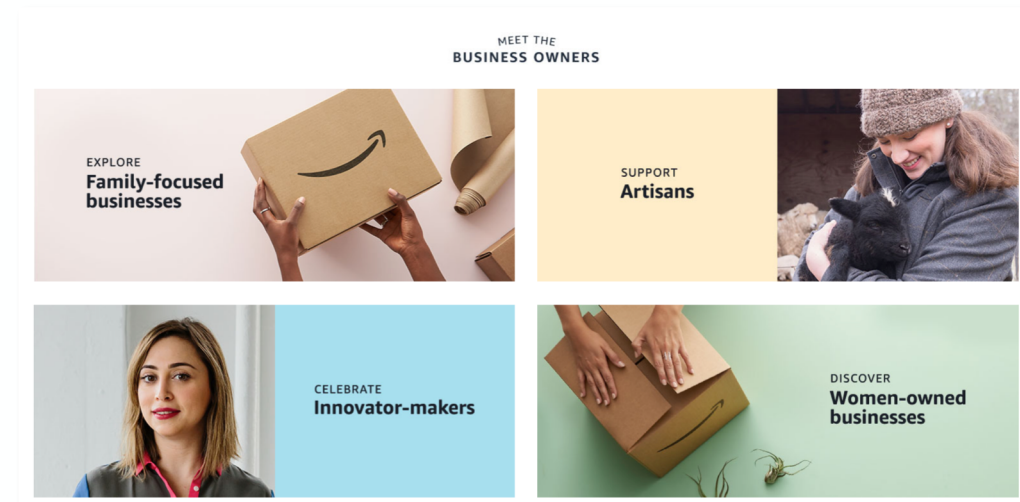
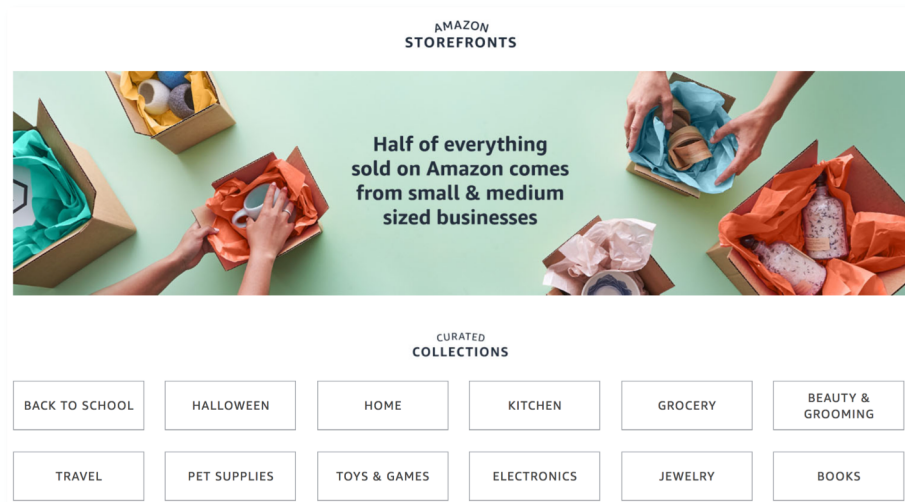
"It's really hard for small businesses to have a website. We have 45 million small businesses using Pages on a monthly basis, and for a lot of those businesses, we become their mobile presence."

- Sheryl Sandberg, COO at Facebook

WE'RE GETTING USED TO SEEING INFO LIKE THIS...

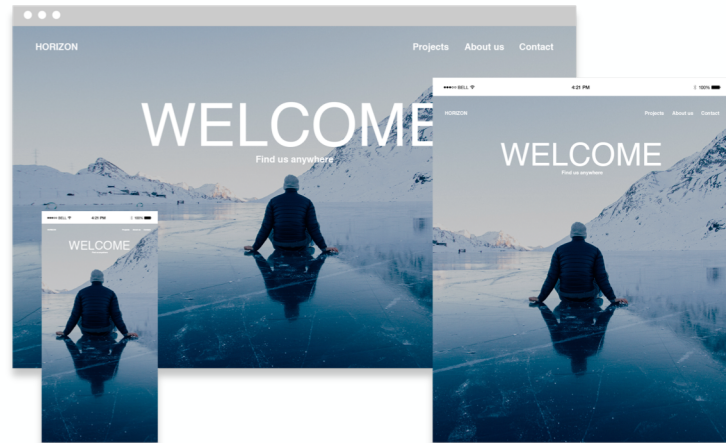
Digital platforms, like Amazon, are trying to replace the SMB online shop

AMAZON STOREFRONT

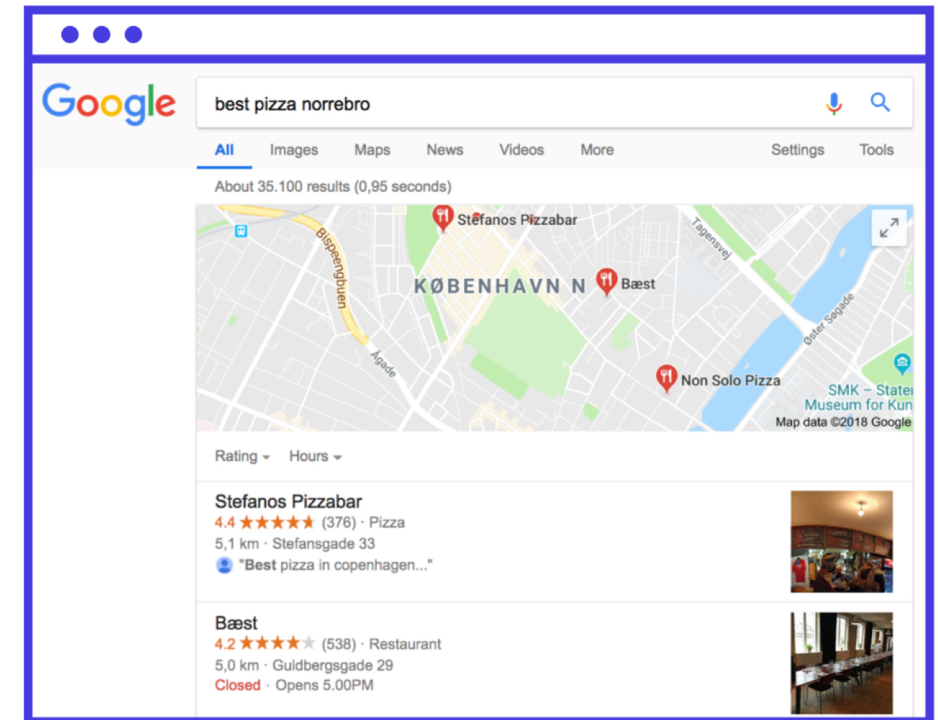


THE BIG QUESTION

DO WEBSITES MATTER?

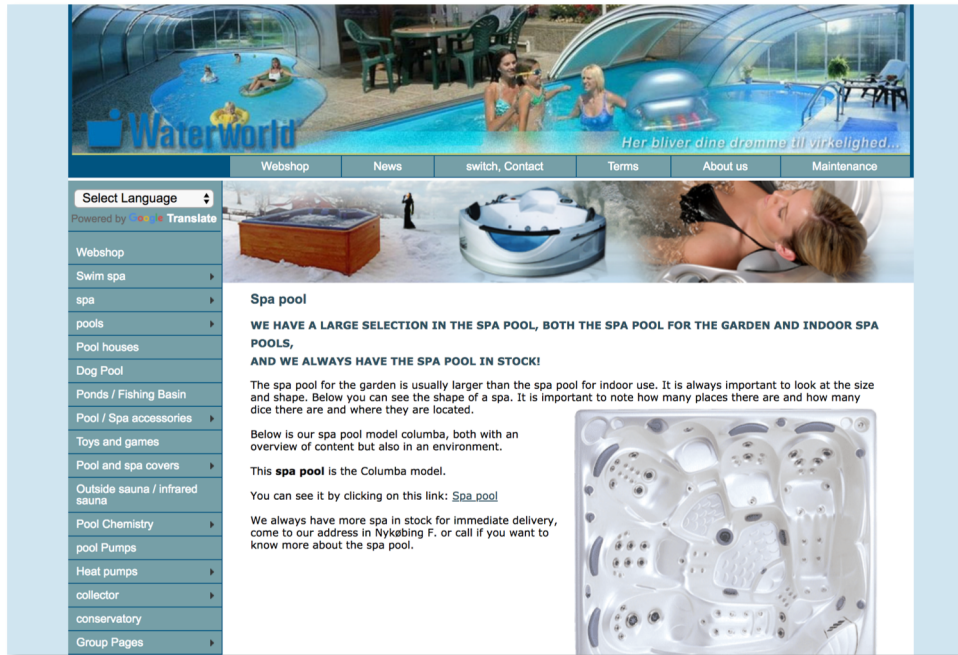


Hey Alexa, I'd like to
order pizza.



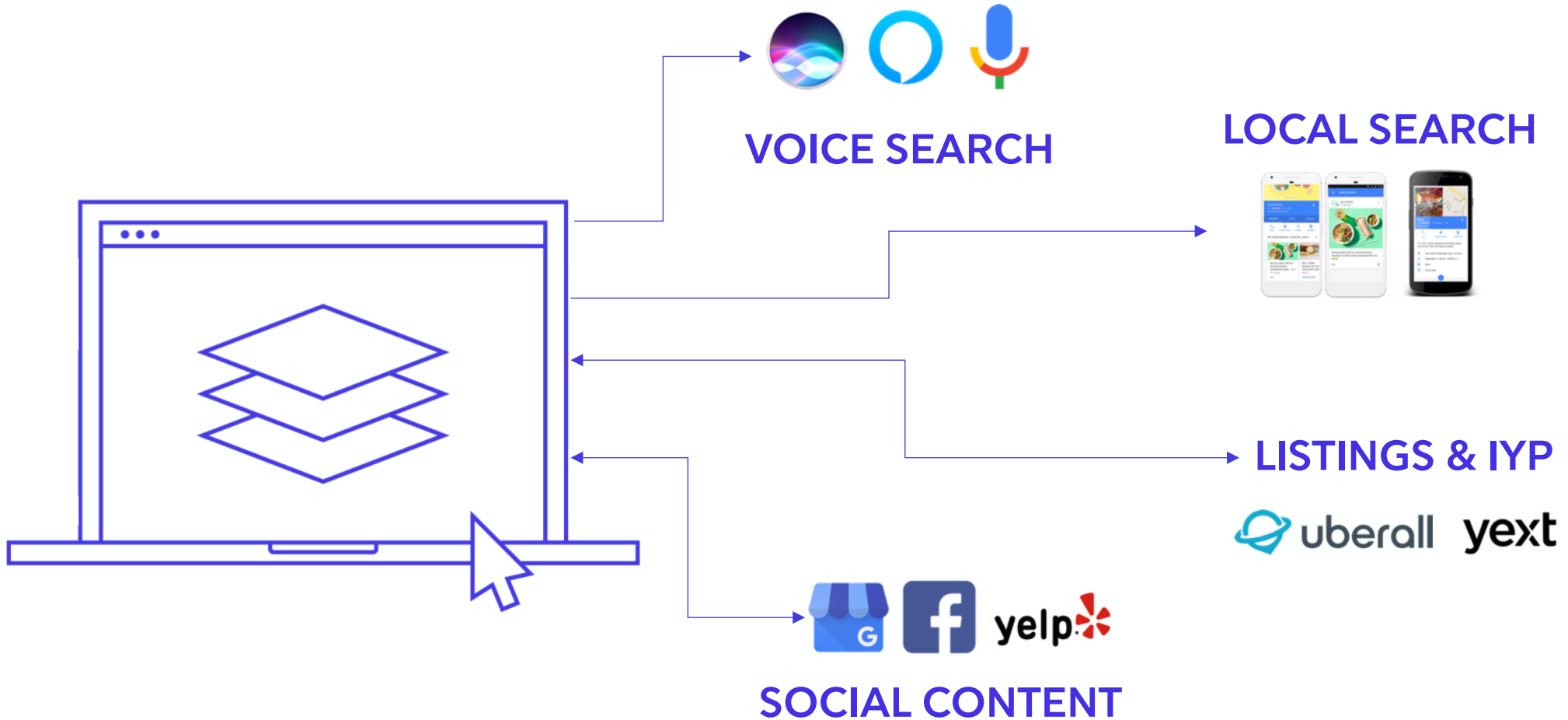
THE OLD SCHOOL WEBSITE

A dead end for website visitors looking to engage with SMBs



- Static and outdated content
- Not optimized for mobile experiences
- Non transactional
- Not structured
- No personalization

THE LOCAL DATA HUB



WEBSITES IN THE NEW AGE

The website paradigm shift is happening now

Websites as the *Static Brochure*

- Mobile-friendly
- Dead end, set and forget
- Inconsistent or outdated
- No interaction with visitors
- Stagnant business asset

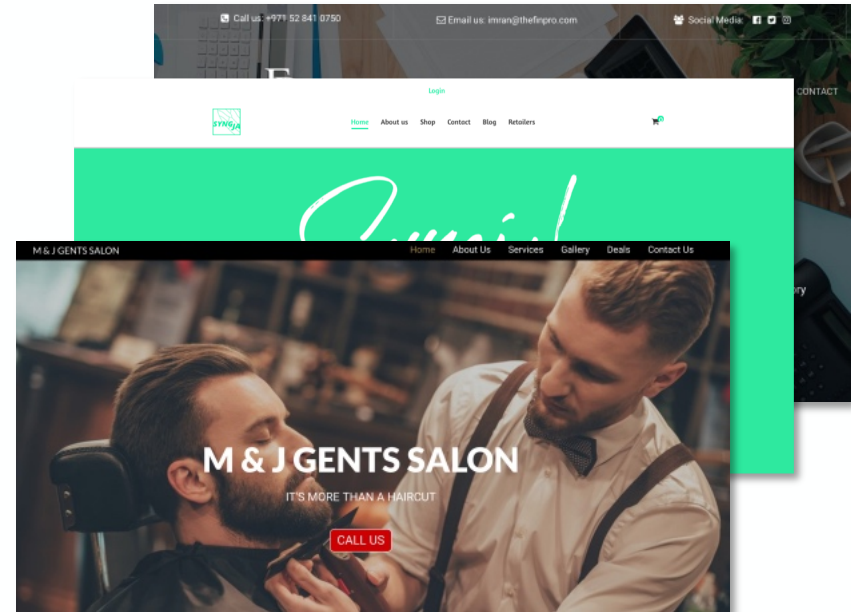
Websites as the *Local Data Hub*

- Structured and consistent content
- Mobile-first
- Engagement and personalization
- CRM and customer data collection
- Transactional
- Analytics and insights

SMBS RECOGNIZE THE NEED FOR INVESTMENT

SMBs still view websites as an important investment for their digital marketing

- SMBs still rank their company website a top priority for investment
- Top three digital marketing channels that SMBs will invest in during 2018:
 - Websites (54%)
 - Social media (51%)
 - Email marketing (36%)



PART 2: WEBSITES MATTER FOR CONSUMERS

CONSUMERS ARE SEEKING INFORMATION

Websites are an authoritative source of content

63%

of consumers use
websites to find or
engage with a
business



71%

of consumers used a
company site in the
past month to obtain
local business
information

WEBSITES MATTER MORE THAN EVER

SMB websites help build trust and online authority

46%

of consumers say the website is the biggest determinant of whether they trust a company



30%

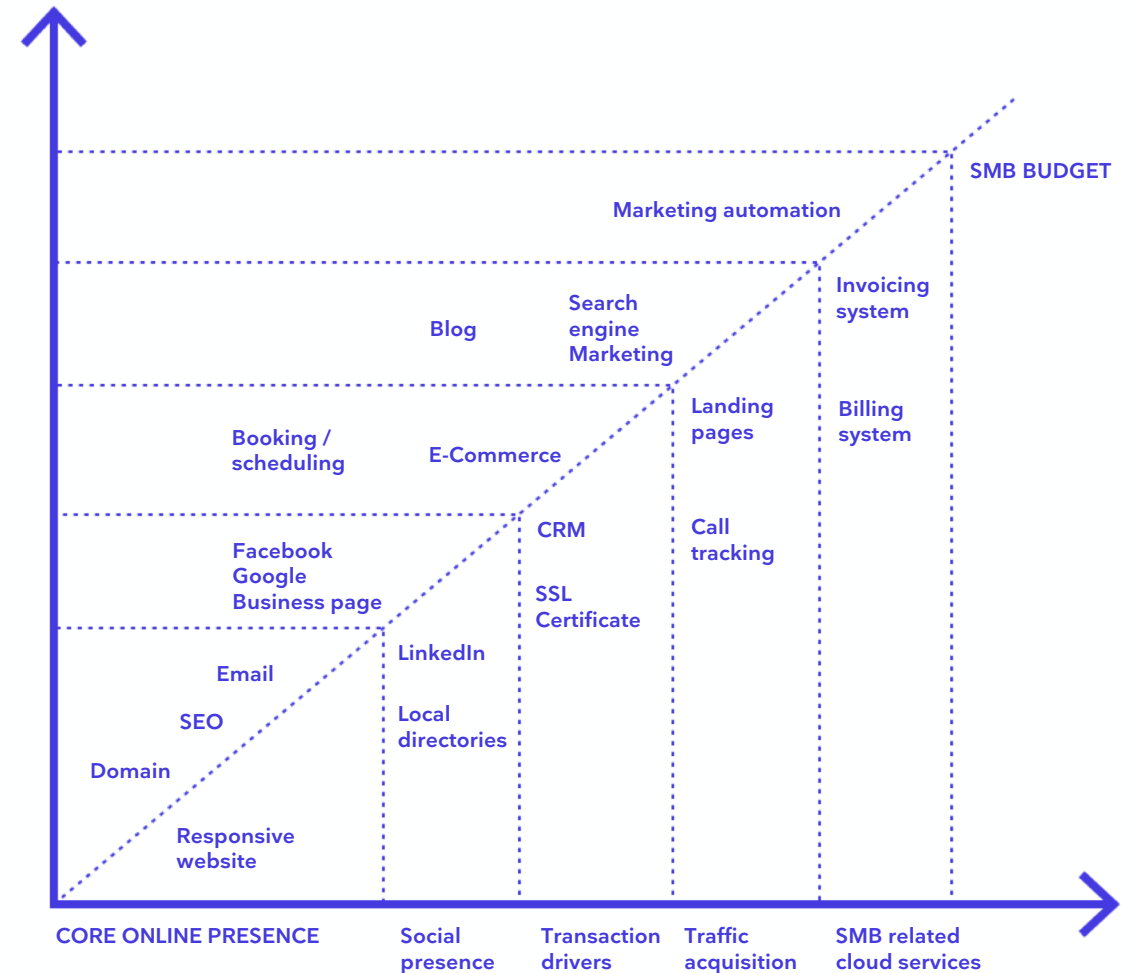
of consumers won't consider a business without a company website

PART 3: THE OPPORTUNITY FOR B2SMB SERVICE PROVIDERS

WEBSITES AT THE CORE

SMB websites are still a fundamental part of the technology stack

- The customer journey starts with the company website
- A proprietary central data source for a strong online presence
- Serves as the foundation for all digital initiatives



AND THE TECH GIANTS AGREE...

That is why we're seeing headlines like these...



Jun 13, 2017 - Google releases a website build for small businesses

facebook

Feb 1, 2018 - Facebook's Q4 lesson: SMBs matter more than ever



Apr 26, 2018 - Square is acquiring website builder Weebly for \$364 million



Sep 18, 2018 - Amazon launches SMB-only storefront

THE FOCUS IS ON WEBSITES

Our reselling partners are doubling down on websites

85%

of surveyed digital service providers said that website clients are higher value clients than non-website clients

- Mono Survey, May 2018

- Websites are a 'sticky' product for digital service providers (DSPs)
- 63% of respondents said website customers churn less than non-website customers
- Recurring revenue stream

LOOKING TO THE FUTURE

SMB websites are the hub for other data-driven solutions

Websites provide an important upsell opportunity for digital service providers:

- 49% said their SMB customers were asking for an e-commerce offering
- 36% said they were looking for CRM
- 31% said SMBs were asking for website personalization

50%

of respondents were looking for an all-in-one software and service

KEY TAKEAWAYS

4 reason why selling websites creates a B2SMB connection

1. Websites matter

Modern sites can be the central hub for you, your customers, and their customers.

2. The digital foundation

Websites remain the SMBs only owned media and are the foundation for other digital marketing options that you offer

3. Websites reduce churn and drive profits

Websites need to evolve over time, and SMBs need you - their trusted digital advisor to help them grow over time.

4. Drive more business

Websites help SMBs attract new customers, retain repeat customers and ultimately drive more business

SUPPORTING THE CUSTOMER JOURNEY

Ensure that you continuously meet the needs of your SMB customers



- Meet SMBs where they are on their digital journey
- Position websites as the foundation and hub for other digital offerings that are data-driven
- Offer complimentary solutions that support the SMB customer as their business grows

THANK YOU



Matt Matergia

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Development

Feel free to come by or booth or reach out
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Mono Solutions – We Drive Business
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